

The City of CARLSBAD

ENVISION CARLSBAD CITIZENS COMMITTEE (EC3) AGENDA

www.carlsbadca.gov/envision

Wednesday, March 28, 2012

6:00 p.m. – 9:00 p.m.

Faraday Center
1635 Faraday Avenue

1. Approve [Minutes](#) of the August 10, 2011 meeting
2. Meeting Process
3. Envision Carlsbad Status
4. Land Use Concepts Review/Recap
5. [Report on Community Feedback](#)
6. Public Comment
7. EC3 discussion and guidance toward a preferred plan
8. Next Steps
9. Adjourn



Envision Carlsbad Citizens' Committee Meeting

**Community Feedback:
Land Use Concepts**
March 28, 2012

Agenda

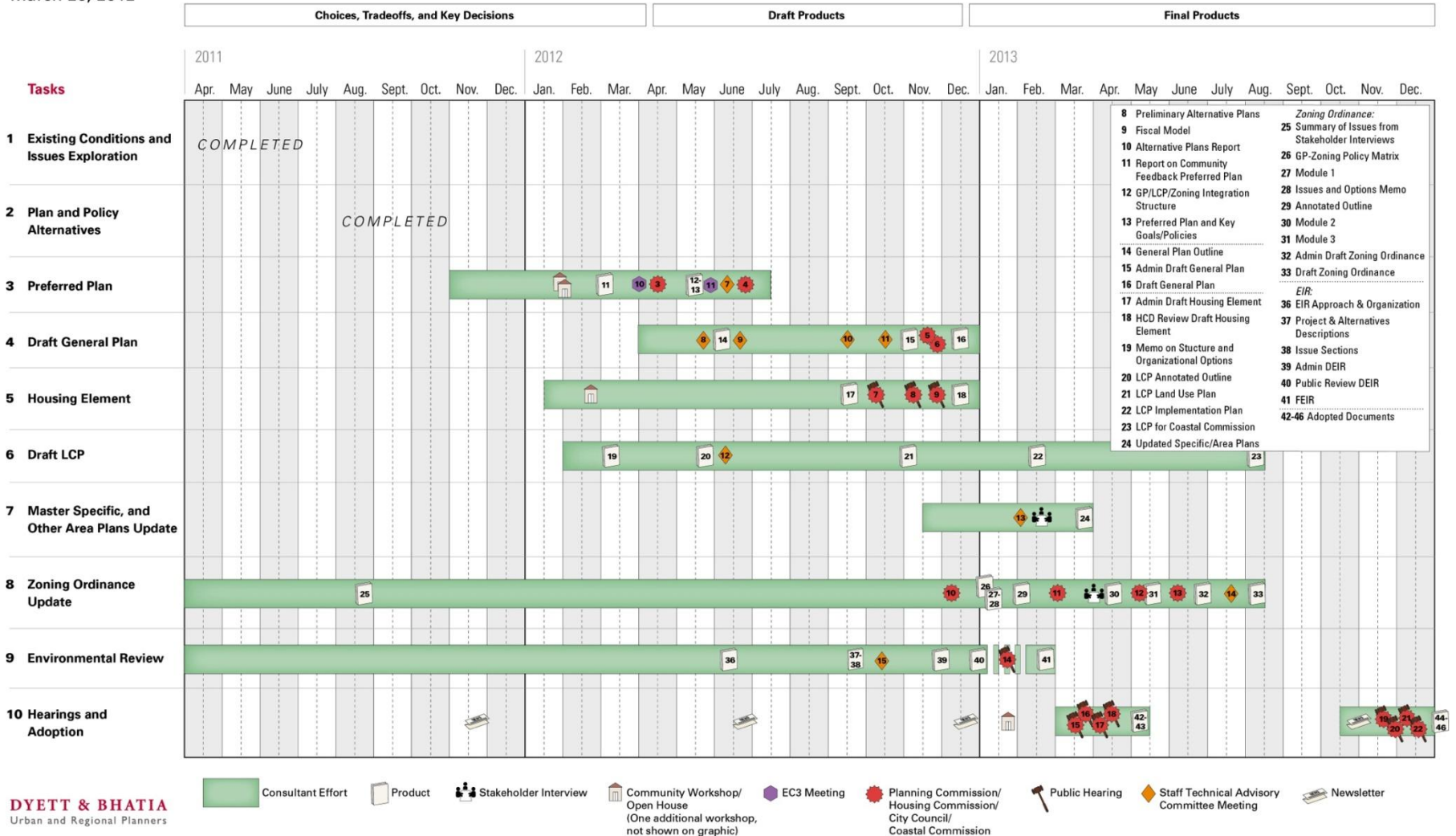
- Meeting Process
- Envision Carlsbad Status/Schedule
- Land Use Concepts Review/Recap
- **Review/Discuss Community Feedback on Land Use Concepts**
 - Overall
 - By focus area
 - Public comment
- EC3 discussion
- Next Steps
- Additional Public Comments

Schedule

Envision Carlsbad Phase 2 Master Schedule

City of Carlsbad General Plan, LCP, and Zoning Ordinance Update

March 26, 2012



Schedule

- Jan-Jul 2012
 - Prepare Preferred Plan
- Jul 2012 – Spring 2013
 - Prepare Draft General Plan, Local Coastal Program, Zoning Ordinance and EIR
- Spring 2013
 - Public Hearings for Adoption



Concepts Recap

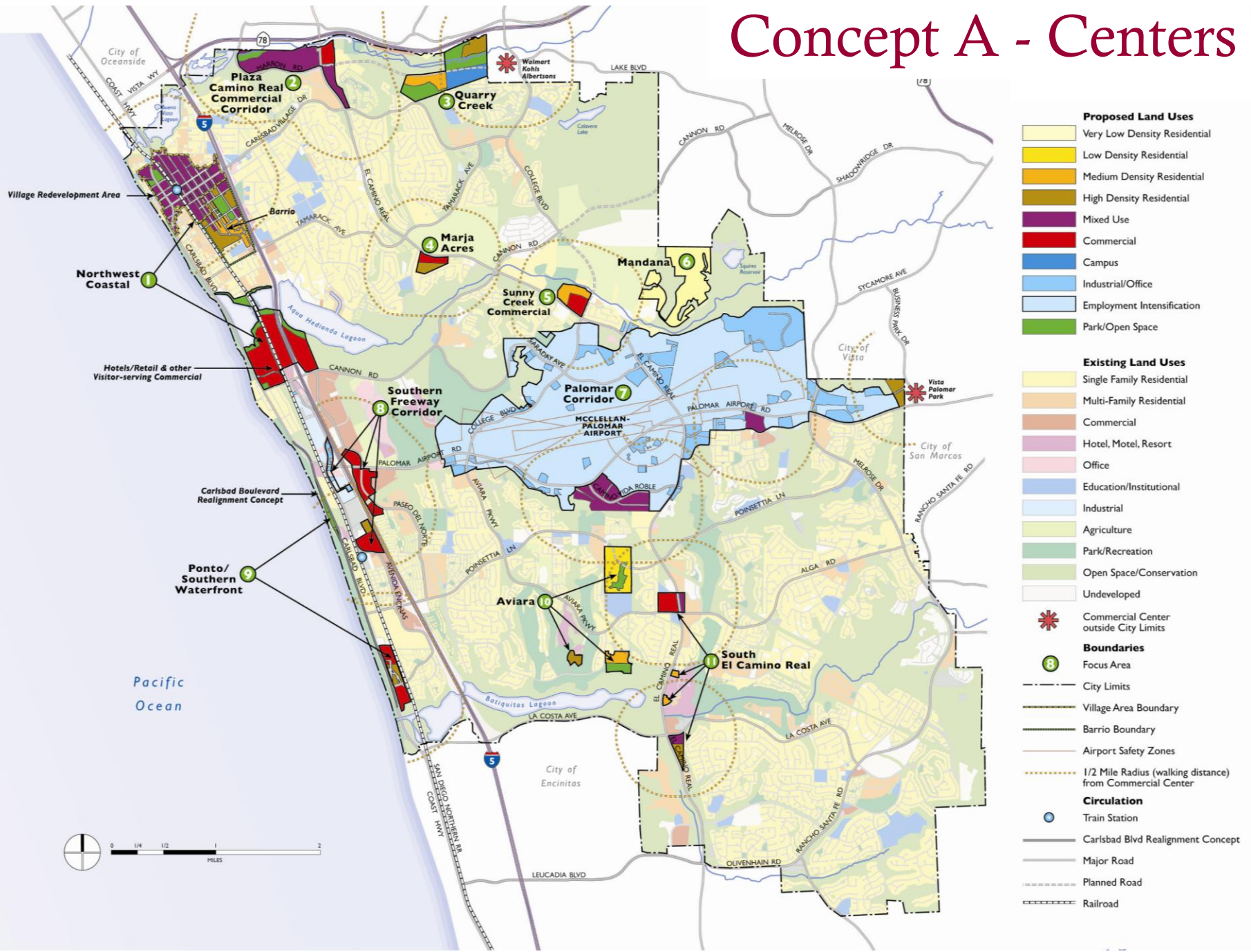
- Concept A – Centers
- Concept B – Active Waterfront
- Concept C – Core Focus



Common Characteristics

- Creating destinations
- Employment-focused development in Palomar corridor
- Street connectivity
- Enhanced bicycle and pedestrian connections
- Continued open space development
- Preservation of existing neighborhoods

Concept A - Centers



Proposed Land Uses

- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Mixed Use
- Commercial
- Industrial/Office
- Employment Intensification
- Park/Open Space
- Commercial Recreation

Existing Land Uses

- Single Family Residential
- Multi-Family Residential
- Commercial
- Hotel, Motel, Resort
- Office
- Education/Institutional
- Industrial
- Agriculture
- Park/Recreation
- Open Space/Conservation
- Undeveloped

Boundaries

- Focus Area
- Core Focus
- City Limits
- Village Area Boundary
- Barrio Boundary
- Airport Safety Zones

Circulation

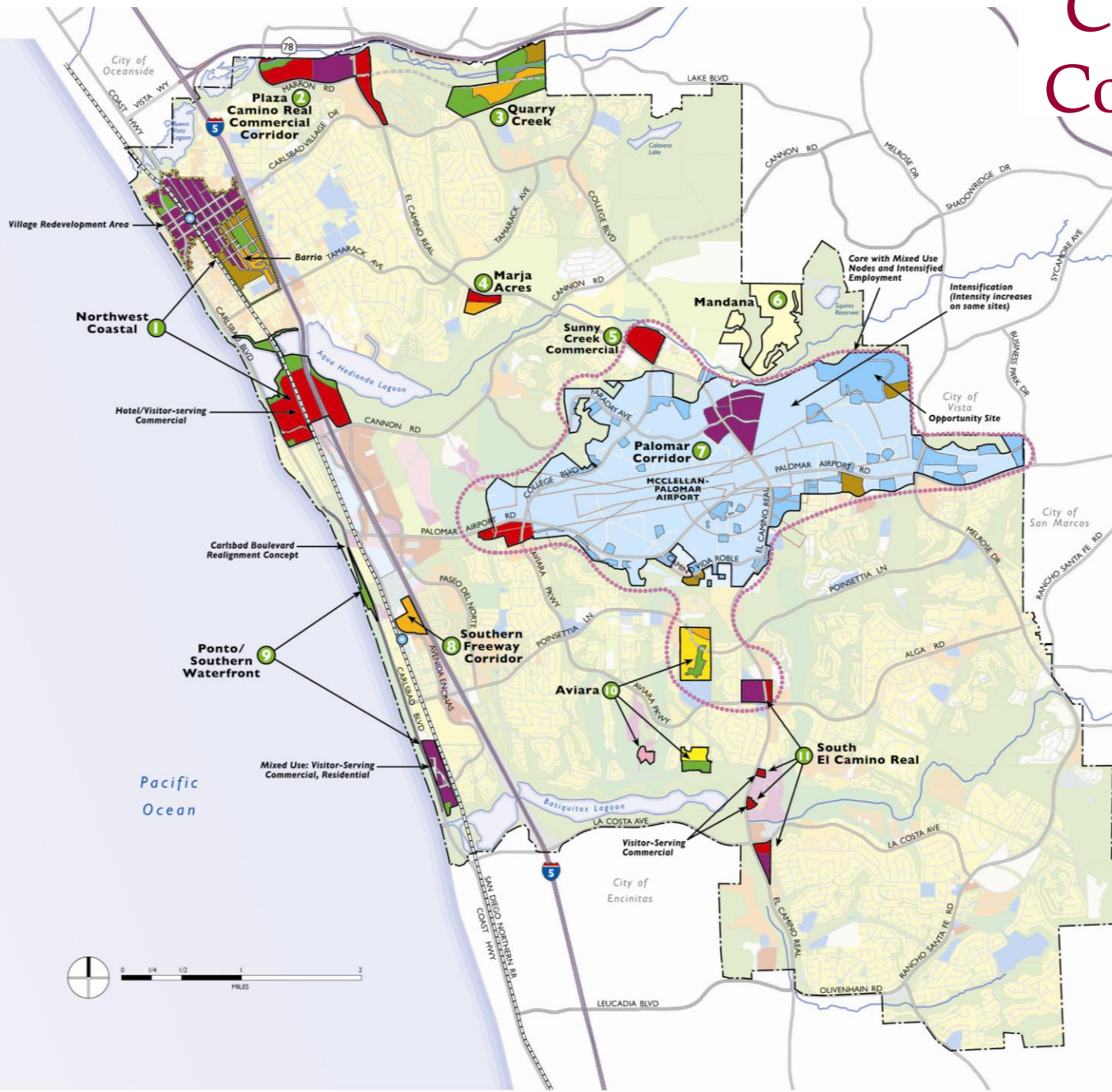
- Train Station
- Carlsbad Blvd Realignment Concept
- Major Road
- Planned Road
- Railroad

City of San Marcos

RANCHO SANTA FE RD

ST CINCINNATI AVE

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Community Feedback

- Community Workshops
 - Jan. 31
 - Feb. 2
 - Approx. 395 attendees overall
- Online Survey
- Other Feedback
 - Letters submitted to City



Community Feedback

TABLE 1: SURVEY COLLECTION METHOD

COLLECTION METHOD	NUMBER	PERCENT
January 31 Workshop	41	12%
February 2 Workshop	24	7%
Mailed/Delivered to City	36	10%
Online Survey	248	71%
Total	349	100%

Results Matrix

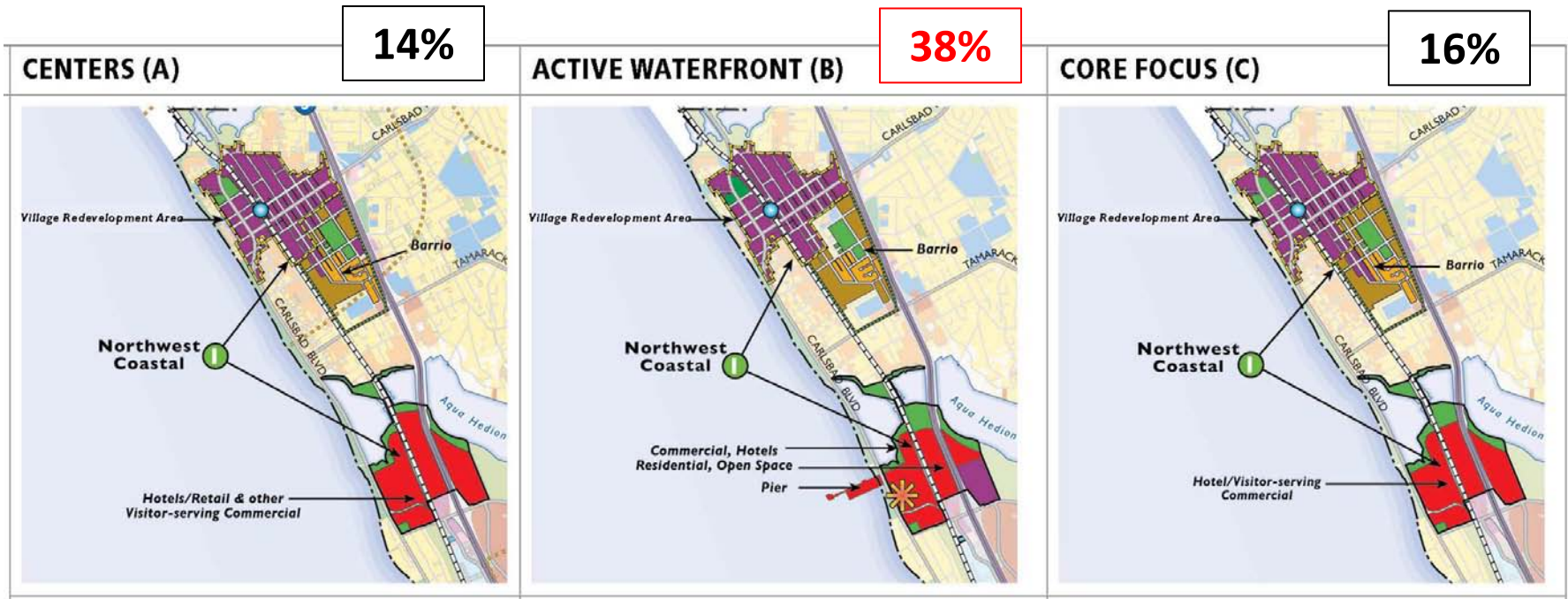
AREA	CONCEPT
Overall	B
1	B
2	B
3	B
4	B/C (same)
5	B/C (same)

AREA	CONCEPT
6	A/B/C (same)
7	B
8	B
9	B
10	C
11	C

Overall Strategy

Concept A Centers	15%
Concept B Active Waterfront	44%
Concept C Core Focus	22%
None	9%
Other	7%
Blank	3%

Focus Area 1: Northwest Coastal



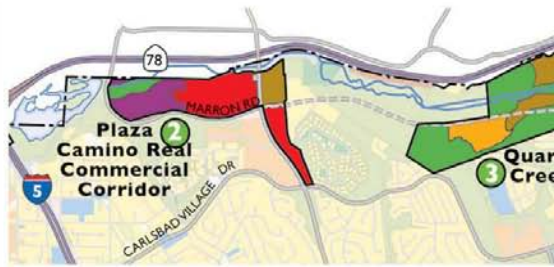
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Focus Area 2: Plaza Camino Real Commercial Corridor

19%



30%

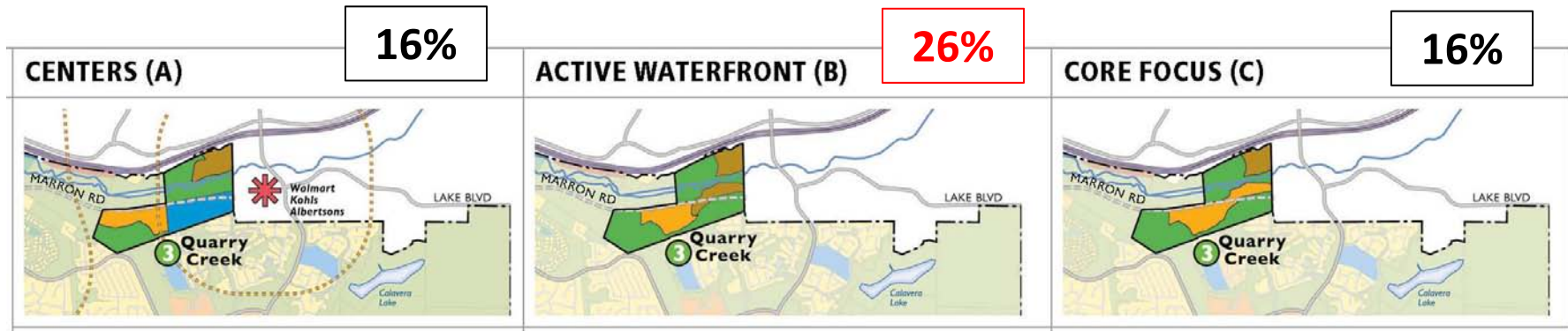


22%



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Focus Area 3: Quarry Creek



N: 21% / O: 11% / Blank: 11%

Focus Area 4: Marja Acres

10%

53%



N: 16% / O: 5% / Blank: 16%

Focus Area 5: Sunny Creek Commercial

29%

36%



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Focus Area 6: Mandana

52%

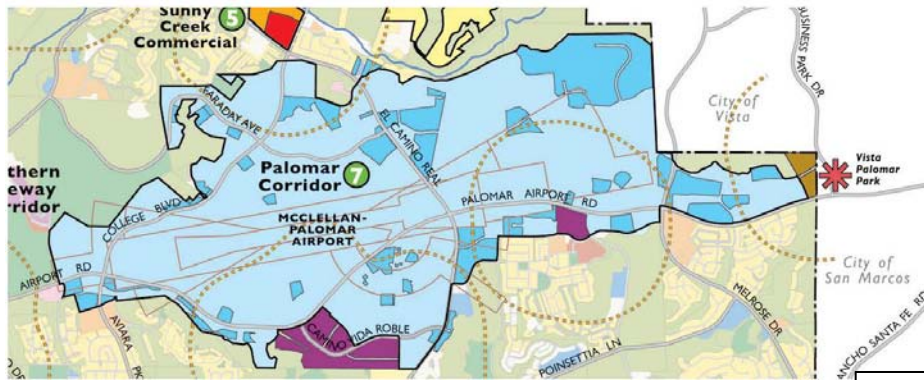


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Focus Area 7: Palomar Corridor

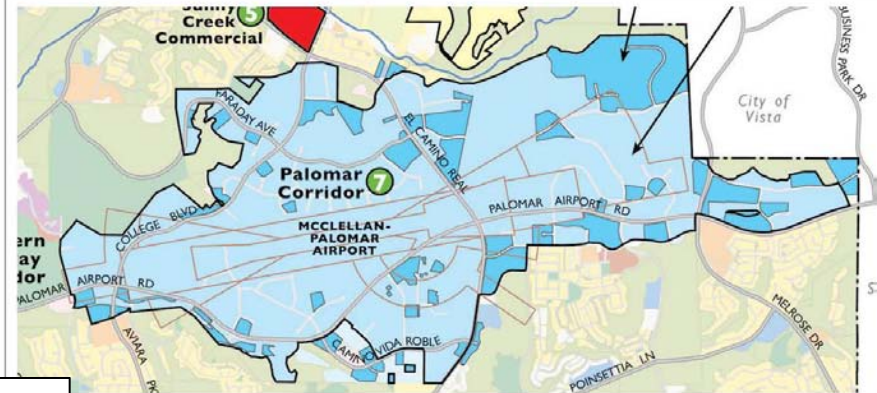
CENTERS (A)

8%



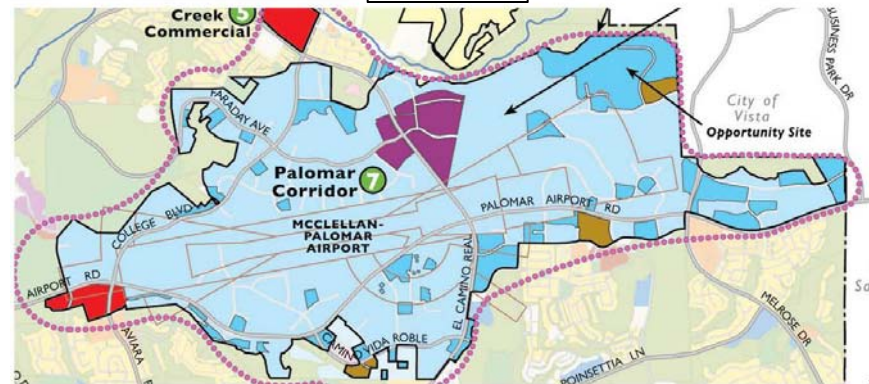
ACTIVE WATERFRONT (B)

45%



CORE FOCUS (C)

23%

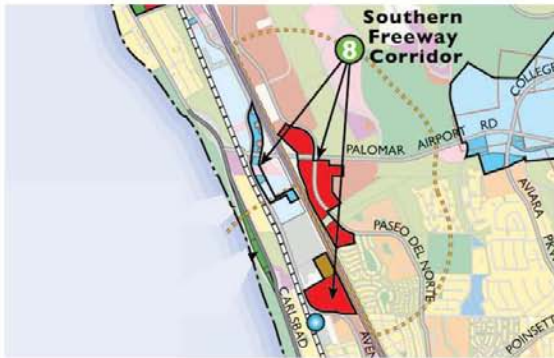


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Focus Area 8: Southern Freeway Corridor

21%

CENTERS (A)



28%

ACTIVE WATERFRONT (B)



23%

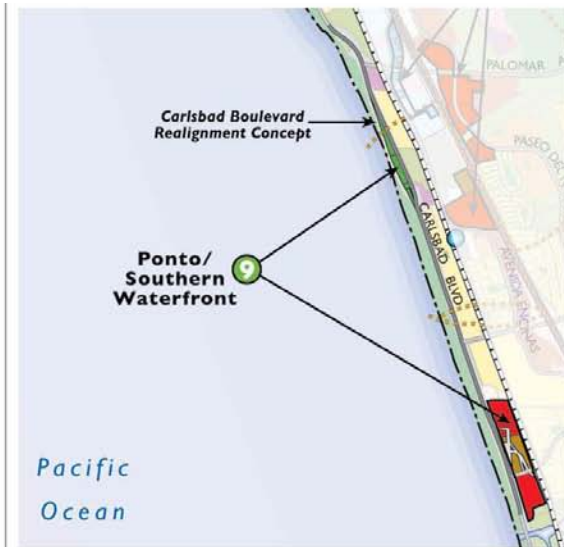
CORE FOCUS (C)



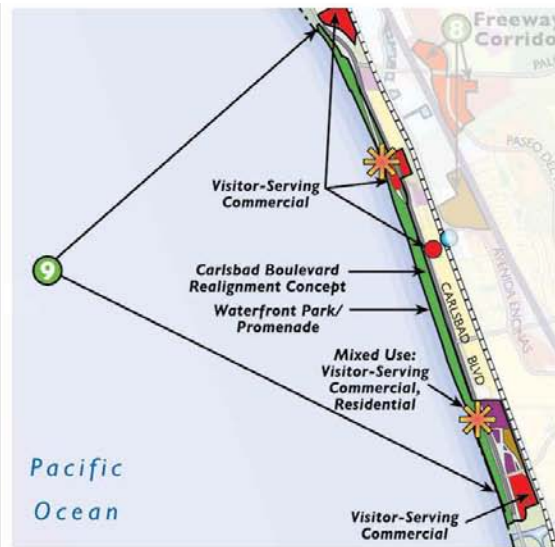
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Focus Area 9: Ponto/Southern Waterfront

5%



45%

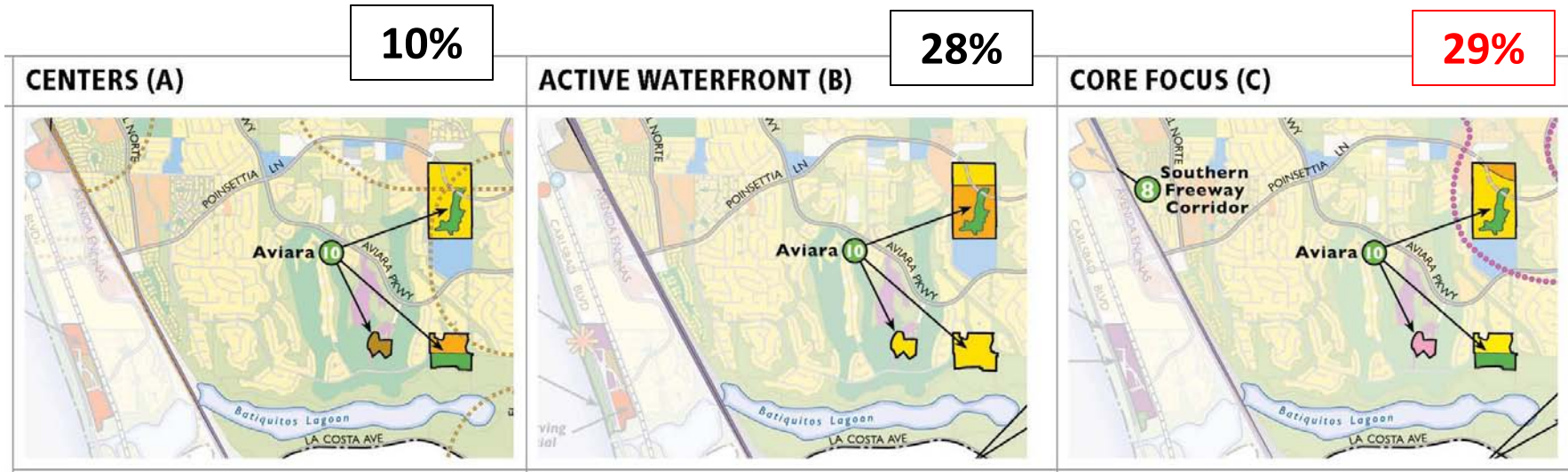


21%



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Focus Area 10: Aviara



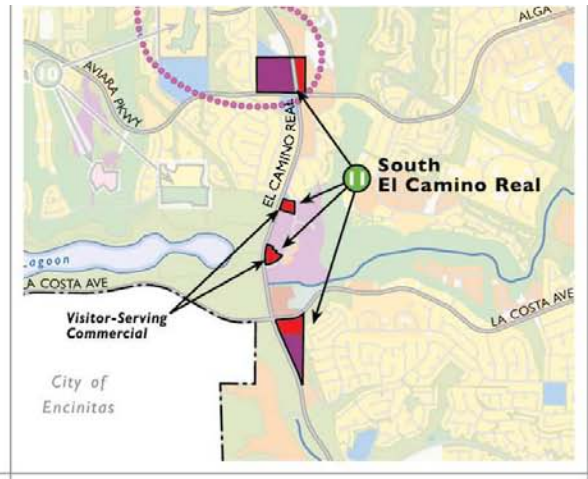
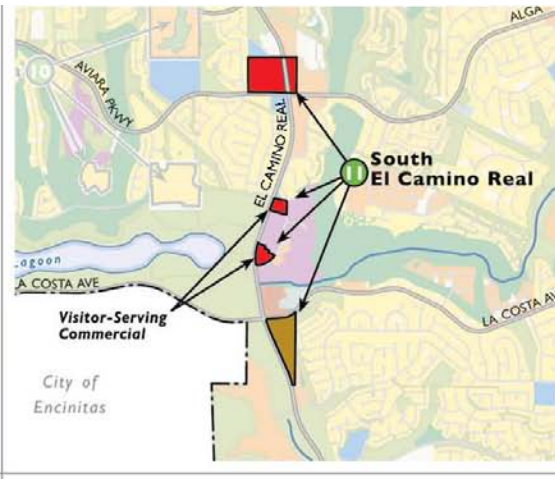
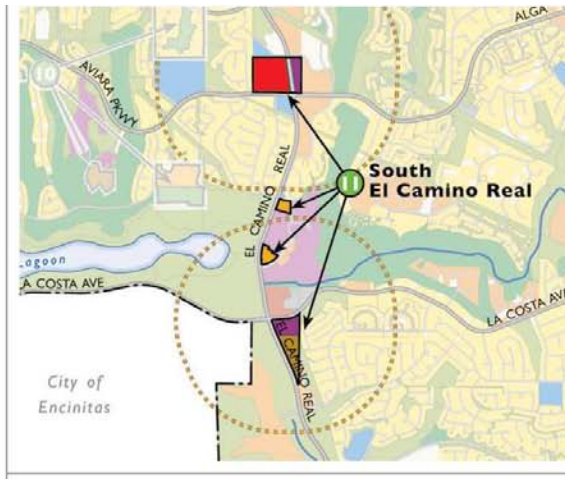
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Focus Area 11: South El Camino Real

14%

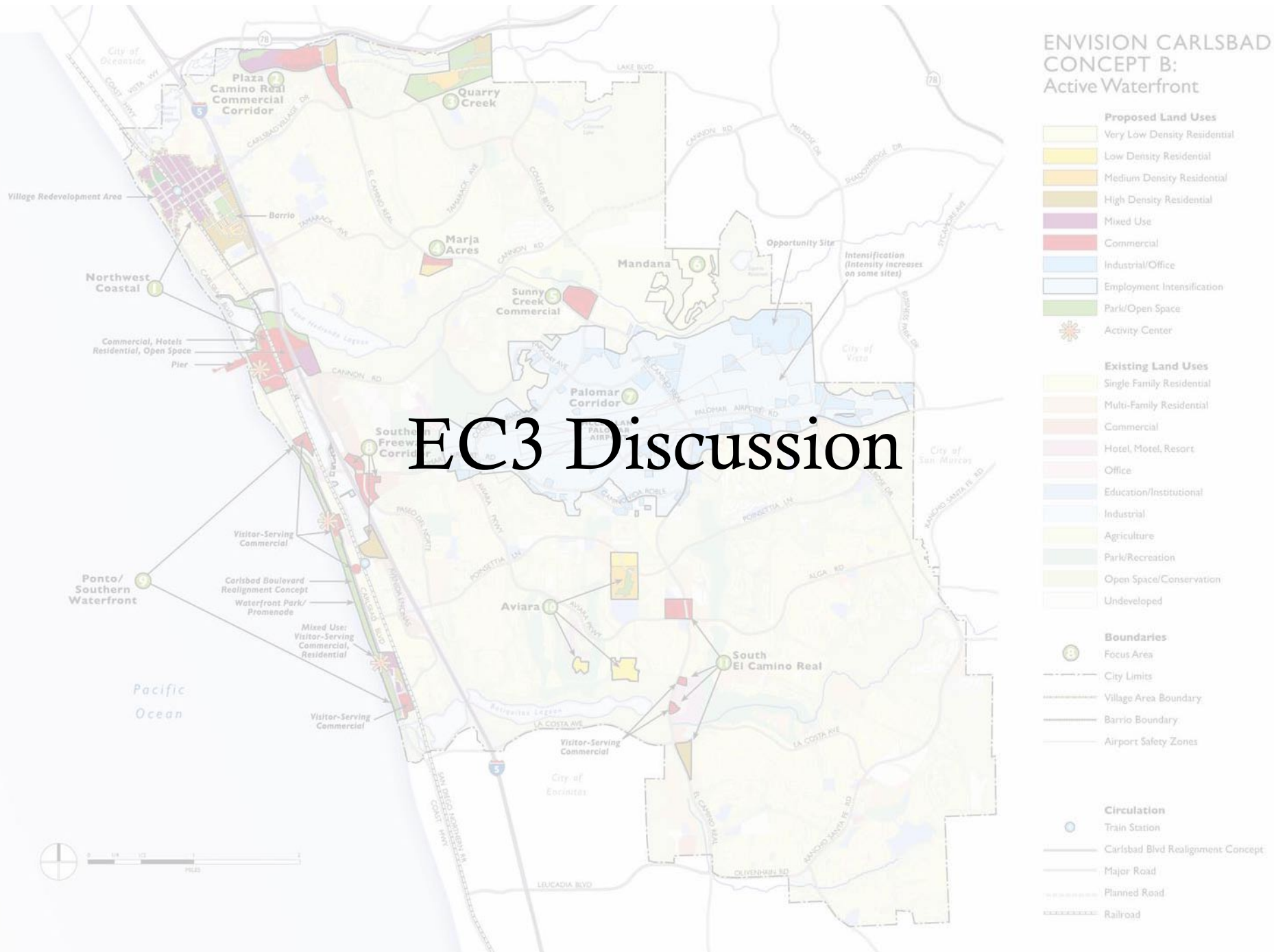
18%

35%



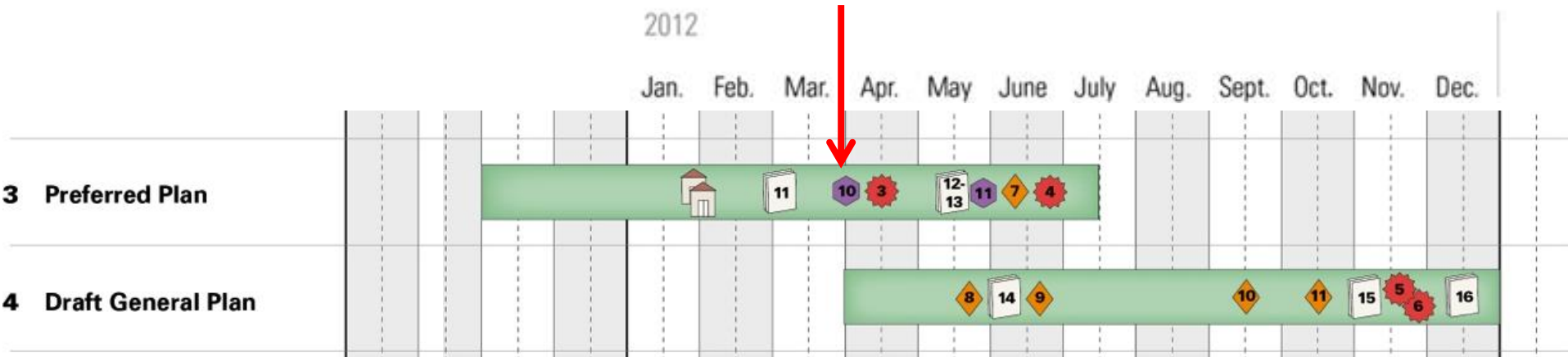
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ENVISION CARLSBAD CONCEPT B: Active Waterfront



Next Steps

We are here





Envision Carlsbad Citizens' Committee Meeting

**Community Feedback Report:
Land Use Concepts**
March 28, 2012

Citywide Buildout Summary

CITYWIDE BUILDOUT SUMMARY COMPARISON

	CONCEPT A – CENTERS	CONCEPT B – ACTIVE WATERFRONT	CONCEPT C – CORE FOCUS
Citywide Total Housing Units at Buildout	48,888	48,838	48,638
Citywide Total Housing Units at Capacity	53,648	53,541	53,267
Citywide Total Population at Buildout	122,428	122,303	121,802
Citywide Total Jobs at Buildout	87,179	85,069	82,769
Employed Residents at Buildout	68,443	68,373	68,093
Jobs/Employed Residents	1.3	1.3	1.2

Non Residential Development

NET NON-RESIDENTIAL INCREASE COMPARISON SUMMARY

	CONCEPT A – CENTERS	CONCEPT B – ACTIVE WATERFRONT	CONCEPT C – CORE FOCUS
Commercial (square feet)	2,522,000	1,471,000	2,359,000
Industrial/Office (square feet)	4,419,000	4,934,000	3,437,000
Total Commercial and Industrial/Office (square feet)	7,089,000	6,405,000	5,796,000
Hotels (rooms)	2,590	2,660	2,670
Campus (square feet)	316,000	–	–
Commercial Recreation (square feet)	–	–	103,000

Source: Dyett & Bhatia, 2011; City of Carlsbad Planning Department, 2011.